



weeeforum MALTA  
conference 2017



# 15 YEARS OF EXCELLENCE IN WEEE COLLECTION AND RECYCLING

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weeeforum 

15 YEARS  
ON



# WELCOME TO THE 2017 WEEE FORUM CONFERENCE IN MALTA

## Dear friends,

For the past 15 years, the producer responsibility organisations in the WEEE Forum have been at the forefront, in Europe and across the world, in turning the extended producer responsibility principle into a workable and effective policy approach. Since 2002 they have worked on behalf of 31,000 producers of electrical appliances to collect, de-pollute and recycle to the highest standards more than 17 million tonnes of waste electrical and electronic equipment; that's the equivalent of 7,000 Atomiums diverted from landfill and inappropriate treatment or illegal exports. In doing so, the WEEE Forum compliance schemes have worked alongside the producers and recycling operators toward the development of a European economy that is more resource efficient and sustainable.

On 26 and 27 April 2017 in Malta, we will celebrate the 15th Anniversary of the WEEE Forum, but also the 15th Anniversary of the adoption of the first Directive on WEEE. We will take stock of 15 years of the EPR principle in practice. And we will look into the future, sharing our vision for a circular economy.

This high-level conference, hosted by WEEE Malta, revolves around three important and topical themes: Digitisation and Innovation, Circular Economy and Resource Efficiency, and Extended Producer Responsibility. World-renowned professors and professionals from the sector as well as senior EU policymakers are lining up to speak at the event and engage in a conversation with you.

We hope you enjoy the conference.



**Jan Vlak**  
President  
WEEE Forum



**Pascal Leroy**  
Secretary General  
WEEE Forum



**Joe Attard**  
Chief Executive Officer  
WEEE Malta

# CONFERENCE SPEAKERS

WEEE FORUM CONFERENCE  
MALTA 2017



**HELMUT KOLBA**  
Managing Director, REMONDIS  
Electrorecycling



**FRANK LENDERINK**  
Head of Environmental  
Initiatives Europe, Middle East,  
India and Africa - Apple



**PASCAL LEROY**  
Secretary General,  
WEEE Forum



**THOMAS LINDHQVIST**  
Associate Professor, Lund  
University



**JOE ATTARD**  
Chief Executive Officer,  
WEEE Malta



**MARIA BANTI**  
Policy officer, European  
Commission



**MARGARET BATES**  
Professor of Sustainable  
Wastes Management,  
University of Northampton



**RASMUS BERGSTRÖM**  
CEO, Stena Technoworld



**BETTINA LORZ**  
Senior Expert, European  
Commission



**PHILIP MORTON**  
Vice President, WEEE Forum



**JOSEPH MUSCAT**  
Prime Minister of Malta



**PEDRO NAZARETH**  
Managing Director, AMB3E



**DANILO BONATO**  
Chief Executive Officer,  
Remedia



**LEO DONOVAN**  
Chief Executive Officer,  
WEEE Ireland



**PAOLO FALCIONI**  
Director General, CECED



**VINCENZO GENTE**  
Senior Project Adviser,  
European Commission



**VALENTIN NEGOITA**  
President, ECOTIC Romania



**PETR NOVOTNÝ**  
Managing Director, WEEELABEX  
Organisation



**ELIZABETH O'REILLY**  
Environmental Compliance  
Manager, WEEE Ireland



**WALTER STAHEL**  
Professor and Founder, The  
Product-Life Institute



**ALAIN GRIMM-HECKER**  
President, Eco-systèmes



**JOSÉ HERRERA**  
Minister for the Sustainable  
Development, the Environment  
and Climate Change



**LUCÍA HERRERAS-  
MARTÍNEZ**  
Technical Manager,  
WEEE Forum



**JOHN HIGGINS**  
Director General,  
DIGITALEUROPE



**RICHARD TOFFOLET**  
Technical Director,  
Eco-systèmes



**KARMENU VELLA**  
EU Commissioner for the  
Environment, European  
Commission



**JAN VLÁK**  
President, WEEE Forum



**NORBERT ZONNEVELD**  
Executive Secretary, EERA

# PROGRAMME

WEDNESDAY 26<sup>TH</sup> APRIL, 2017

## A Resource Efficient WEEE Value Chain in a Circular and Digital Economy

12:00 - 14:00	Registration
12:30 - 14:00	Stand-up reception
14:00	Start of conference
14:00 - 14:15	<b>Dr Joseph Muscat</b> , the Prime Minister of Malta, will welcome participants to the WEEE Forum International Conference 2017, followed by <b>José Herrera</b> , Minister for the Sustainable Development, the Environment and Climate Change, and <b>Joe Attard</b> , Chief Executive Officer of WEEE Malta.  <b>Jan Vlak</b> , President of the WEEE Forum, will present the WEEE Forum brochure, "15 Years On", with the big numbers and WEEE story.
14:15 - 15:30	<b>Theme 1: Digitisation and Innovation</b> Experts predict an increase to 50 billion devices in the Internet of Things (IoT) sphere by the year 2020. The future unveils itself in ways we can never fully comprehend until we look back on it and think, "How did we miss that?". How does digitisation affect the WEEE sector? How can we use digitisation and the Internet of Things to advance circular economy and resource efficiency? Or should we speak of 'Internet of Threats' and cyber security?
14:15 - 14:45	Keynote: <b>John Higgins</b> , Director General of DIGITALEUROPE
14:45 - 15:30	Senior Executive Panel: <b>Vincenzo Gente</b> , <b>Valentin Negoita</b> , <b>Helmut Kolba</b> and <b>John Higgins</b> , moderated by <b>Margaret Bates</b> .
15:30 - 16:00	Coffee break
16:00 - 18:15	<b>Theme 2: Circular Economy and Resource Efficiency</b> In this theme, we will discuss the journey made by producers through WEEE 2.0 and the progress toward a Circular Economy package and WEEE 3.0. We will highlight producer responsibility organisations' and Members' achievements alongside issues of greatest concern with key EU policymakers. What progress has the sector made towards a circular economy? What are the different dimensions of a circular economy? We will watch a series of films around real-life circular economy initiatives, such as the use of recycled content in appliances, smart phone dismantling, re-use of components, sustainable production, reparability, share economy, remanufacturing...
16:00 - 16:30	Keynote: <b>Paolo Falcioni</b> , Director General of CECED
16:30 - 16:45	Films around circular economy in practice in the WEEE sector.
16:45 - 17:00	Keynote: <b>Walter Stahel</b> , Professor, Founder of The Product-Life Institute
17:00 - 17:15	Keynote: <b>Frank Lenderink</b> , Apple
17:15 - 18:00	Senior Executive Panel: <b>Bettina Lorz</b> , <b>Paolo Falcioni</b> , <b>Walter Stahel</b> , <b>Rasmus Bergström</b> and <b>Danilo Bonato</b> moderated by <b>Margaret Bates</b> .

18:00 - 18:15	Closing remarks: <b>Pascal Leroy</b>
18:45	Busses depart for Gala Dinner. Gathering is to be in the Hotel lobby.
20:00 - 23:00	<b>Gala Dinner</b> Transport from hotel to Gala Dinner at Fort St Angelo (outside, if the weather permits): 10 km from Valletta. Classical string quartet and Jazz Band.  Gala Dinner in the presence of the Commissioner. We will be 'looking back' with <b>Leo Donovan</b> , Chief Executive of WEEE Ireland. "The WEEE Forum 2002-2017: 15 years the voice of excellence in WEEE recycling".
23:00	End of Day One.

THURSDAY 27<sup>TH</sup> APRIL, 2017

## EPR Supportive of Green Growth: Opportunities and Challenges

08:30 - 09:00	Registration
09:00	Start of Day Two
09:00 - 09:15	<b>Karmenu Vella</b> , EU Commissioner for the Environment
09:15 - 09:45	<b>Philip Morton</b> , Vice President of the WEEE Forum
09:45 - 10:30	"The WEEE Forum, 15 Years On". Fifteen years the responsible stewards of e-waste, the voice of excellence in WEEE recycling. Where do we come from? Have we managed to raise the WEEE recycling bar and level the playing field? What is our model of best practice? An inspiring overview of the journey with testimonials from <b>Pascal Leroy</b> , <b>Petr Novotný</b> , <b>Lucía Herreras-Martínez</b> , <b>Elizabeth O'Reilly</b> , <b>Norbert Zonneveld</b> and <b>Richard Toffolet</b>
10:30 - 11:00	Coffee break
11:00 - 12:30	<b>Theme 3: Extended Producer Responsibility</b> In this theme, we elaborate on EPR as a set of laws, programmes and action plans. What lessons have we learned from 15 years EPR principle in the WEEE area? Should we fine-tune the policy? What are the sector's chief concerns and expectations? Has Europe become a Recycling Society? How have we taken on the WEEE challenge? What are the future financial liabilities? What good practices should we be proud of?
11:00 - 11:30	Keynote: <b>Thomas Lindhqvist</b> , professor at IIIIEE, Lund University, father of the EPR principle
11:30 - 11:45	Keynote: <b>Alain Grimm-Hecker</b> , President of Eco-systèmes, the EPR journey in France
11:45 - 12:30	Senior Executive Panel: <b>Maria Banti</b> , <b>Philip Morton</b> , <b>Thomas Lindhqvist</b> , <b>Alain Grimm-Hecker</b> and <b>Leo Donovan</b> , moderated by <b>Pedro Nazareth</b>
12:30 - 12:45	Closing remarks: <b>Jan Vlak</b> , <b>Pascal Leroy</b>
12:45	End of Day Two, Closing of Conference
12:45 - 13:00	Press Point



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## ABOUT THE WEEE FORUM

Founded in 2002 by six e-waste producer responsibility organisations (PROs), the WEEE Forum a.i.s.b.l. today speaks for more than thirty not-for-profit PROs in Europe and Australasia. The PROs have, for the past 15-20 years, been at the forefront of turning the extended producer responsibility principle into a workable and effective policy approach in Europe and across the world. On behalf of 31,000 brand owners and producers of electrical appliances, and through contracts with logistics and recycling operators, they have, since their start-up, collected, de-polluted, recycled, and recovered to the highest treatment standards almost 17 million tonnes of waste electrical and electronic equipment. In doing so, they have worked towards the development of a European economy that is more resource efficient and sustainable.

## WEEE FORUM

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